

Agreement Guidelines	1st quarter 2015 update	2nd Quarter 2015/1st Q FY '16 update
A. Employ an Executive Director and such other staff as the LCA deems necessary to provide development services for the City of Lincoln. This includes providing continuing education and ongoing learning opportunities for said staff.	See staff tab at the bottom for staff list of duties and how it pertains to the City and the funding agreement. Hake attended the Rural Development conference with Johnson in March. Hake applied for and received a grant to pay for training in October that will go towards the Community Economic Developer Certification.	See staff tab at the bottom for staff list of duties and how it pertains to the City and the funding agreement. Hake attended the Rural Development conference with Johnson in March. Hake applied for and received a grant to pay for training in October that will go towards the Community Economic Developer Certification.
B. Monitor and aid in the retention, expansion, and development of existing businesses as follows:	Working on setting up a program called Sycranist to help track and monitor retention and expansion. The program is multifacitated and will help staff with tracking. The program is costly so Hake is working with Ameren to get the program at a discounted rate or for free.	The Development Council (Greg Basford-chairman, David Lanterman, Seth Goodman, Julie Tarter, Keith Snyder, Clay Johnson, Damon Priddy- one open seat for City Council member) is currently working on a rentention plan for the Allaince. This group meets monthly the second Thursday of the month.
1. Work with the City to identify top priority businesses in Lincoln for phase one, phase two, and phase three site visit plans.	Sending Johnson a list of businesses in Lincoln to identified the top businesses to meet with. Will be to him by 4/17/15	
2. Visit and build relationships with existing businesses in Lincoln according to established	Hake is working on scheduling meetings with her and Johnson with these businesses. Meetings will begin in late April.	
3. Identify key areas of aid needed for key businesses. Work on a strong workforce development plan for local businesses.	The Alliance has been meeting with the largest businesses in Logan County since December and many of them site the same issues- Workforce development. We are working a plan for a program. to address this issue. Soon a meeting with key entities will happen to address this #1 issue our businesses are having. More information will come from future meetings.	The top issue for our large and small businesses is the lack of quality employees. We have formed a workforce development committee that is working on combining all the resources we have in Lincoln/Logan county to provide trainings and more importantly getting people to attend these trainings.
C. Serve as the downtown advocacy organization identified in the Downtown Redevelopment Plan's strategic plan.	A downtown committee is being formed under the development council and all businesses will be invited to participate in a meeting on April 28th at 2pm. This committee will serve as a sounding-board, offer education/trainings, advocacy, and be responsive to the special needs of downtown businesses. The topics for the first meeting will be the new events and how businesses can participate and engage in the events and address any possible issues prior to the events.	The committee is formed and meeting on at least a monthly basis. Their progress is reported in section G. Most of their focus is on recruiting tourist to the downtown, and promoting DT Lincoln Businesses. Their have been discussions about the top issues the downtown businesses are facing and much like our larger businesses, it is lack of quality employees. This is an issue the workforce development committee is working on. A representative from the downtown committee on the workforce committee for continuity.

D. Work, in cooperation with the City, as a local liaison with the retail consultant, Retail Strategies, to help foster the recruitment of new retail businesses and the expansion of existing retail businesses through the plan and relationships that Retail Strategies has developed.	Hake is in direct contact with Lauren, Lincoln's representative with Retail Strategies. Hake has supplied RS with information regarding available space, and potential prospective businesses for Lincoln. Two new retail chains will open in the next couple month. One as a result of RS and other is something Hake worked on independently. Both announcements will be coming soon.	Hake stays in contact with Retail Strategies often to stay current on their progress. At this time they are only giving updates on a quarterly basis, which is different than when they originally started.
E. Advise and counsel private businesses on strategies designed to foster the best possible pro-business environment with the City.	Hake has consulted with two other individuals on potential start up retail type businesses	The Alliance is working with one in-home business on opening a store front, and a potential new business in Lincoln opening this fall. Hake is working with SCORE chapter from Springfield. There is a local rep who can and is willing to work with existing and new businesses on planning. The Alliance plans to offer some of the SCORE workshops. The Alliance is also planning their 2016 calendar with many other workshops to help small businesses.
F. Promote the City as a location for business operations.	The Alliance is working on printing banners that will be hung in empty store front windows to promote downtown Lincoln as a place to locate a business. These banners will go up will by up before the first event in June (draft of banner is in packet)	The banners are still hanging in the windows of store fronts and were up prior to the beginning of the festival season. The Alliance has secured radio advertising and will begin a campaign for the City of Lincoln as a place to start a business in September.
G. Plan and implement promotional activities to help retain and protect businesses.	The Alliance took a group of employers to meet the Governor of IL on March 18th in Springfield. Taking another group on April 15th for a day-long employer action day. Governor will address the group and meetings are scheduled with law makers. Top issues that impacted businesses will be discussed.	The Downtown Business Committee (a committee of the Development Council) has been meeting and discussing ways to promote our downtown business. The top priority we are working on is the "Downtown Dollar Days" they is a concept similar to Kohles Cash. Details are still being worked out on on this project. The Alliance is planning the Annual Christmas Parade. Details will be sent to the Council and public soon. Shop Small Day is also being planned to promote holiday shopping locally.
H. Assist the City Administrator in facilitating and executing a comprehensive economic development branding campaign targeting businesses to locate and grow in the City of Lincoln.	This is on hold until Council votes to move forward with development of the plan	Continues to be on hold until the City finishes process with DCC.
I. Serve as an information source for those interested in economic development and provide relevant responses to all requests for economic development information.	As requests and questions come in we respond within 24 hours. Since Feb. 1st we've had 5 inquiries.	We've had three inquiries. One has evolved into a very promising new business starting this fall in our downtown. A couple relocating to Lincoln to start this business. I will pass along more details as it progresses.

<p>J. Provide for the support and nurturing of businesses and the development of an entrepreneurial environment through cooperation with other local, county, state, and national economic development organizations.</p>	<p>Hake has met the director of DCEO, and workforce development staff at DCEO to establish relationships. Hake has a meeting scheduled with the Logan County Development Partnership on April 21st to start working on a partnership between the two organizations. Hake has met with the County Board chairman to also establish a working relationship with that entity. Other meetings: Ameren Economic Development staff, Peoria Regional Economic Development Director, Representative Tim Butler and his legislative aide. The Alliance joined IEDC (International Economic Development Council) the leader in the industry on education, leads and "best practices". Worked with Steve McClure from Opportunities Alliance, LLC to connect him with key employers for the work on the Enterprise Zone application. Hake is attending the IL Rail Association Summit on April 29th. With potential cuts in budget some communities services could be impacted. Hake will attend this event to find out more information.</p>	<p>Hake attended the presentation to Peoria Regional Economic Development with Clay Johnson on the 5th Street Rd project. Hake has spent a great deal of her time working with the Opportunity Alliance, LLC on the application process for the Enterprise Zone redesignation. Hake's responsibilities include for the moment securing support letters, and employee information (how many, where do they live).</p>
<p>K. Provide a web page to be linked to the City and the LCA websites. The web page shall be updated and revamped continuously to provide the most current information concerning economic development in the City.</p>	<p>Hake and staff have undergone training for LOIS, with will go live this month on the www.LincolnIllinois.com site. LOIS will serve as a site location tool for commercial space and land. The new site will also house demographics of Lincoln including workforce stats and census information. GIS mapping can also be displayed on this site.</p>	<p>The Web page is ready to go, Hake is working on getting property details from owners and Realtors. This project is proving to be more challenging than Hake anticipated. The next step beginning in September Hake will meet/call owners realtors individually and gather the data herself verses trying to collect it as a group invite.</p>
<p>L. Monitor the development activities discussed and considered by the City through attendance at Committee of the Whole meetings and briefings with the City Administrator, other staff, and the Mayor</p>	<p>Hake has attended all COW meetings except one that she already had a school board commitment at the same time.</p>	<p>Hake or a member of the Alliance has attended at least one meeting a month. It is usually two, but given the reduced number of council meetings and the increased number of Alliance meetings in the summer it was more challenging to make every meeting.</p>
<p>M. Provide an in-person report to the City Council on development issues and the activities and services being provided pursuant to this Agreement by the LCA no less than once each calendar quarter.</p>	<p>Delivered on 4/14/15</p>	<p>Delivered on 9/8/15</p>

Projects from January 1st	
Launched new website and in the last week made numerous updates	
Hired new director- Maggie McMurtrey- Welcome Reception is Thursday, April 30th	
Created and printed new visitors guide Copies are in your packet	
Created and printed a new dining guide Copies are in your packet	
Submitted recertification application- No update as of yet	
Continued support of the expansion of the Lincoln Art & Balloon Festival By:	offering staff
support to help coordinate the events	offering marketing
resources for events that will bring in visitors to our community	
Working on a Kick-start (or similar program) to raise funds to rehab the Tropics sign and continues support of the rehab project	
Working with Johnson, and HCP on a walking signage throughout Lincoln.	
Next project is a printed publication of a walking tour of DT Lincoln	

Maggie McMurtrey will be giving Tourism updates from here on out.

Staff name/title	Duties as they relate to economic development/tourism
Andi Hake, President & CEO	Hake has been with the Chamber for nearly seven years and is responsible for the day-to-day operations of the Logan County Alliance. Hake supervises all the staff of the Alliance and subsidiary organizations. Hake will be the primary employee providing development services for the City of Lincoln. Hake will acquire her Professional Community Economic Developers (PCED) certificate.
Nicole Cox, Chamber Director	Nicole has been with the Chamber for over a year. Cox's primary role is to focus on Chamber members and events that provide networking opportunities for business and workforce development educational trainings. Cox will, in partnership with Hake working on business retention. As Cox is out in the community meeting with members and prospective members she will be also having vital discussions with businesses that will help determine their needs and frustrations. Cox will also be assisting with planning events that highlight our downtown businesses, like Small Business Saturday and likely the Christmas parade.
Maggie McMurtrey, Tourism Director	Maggie is the newest addition to the team. She began her duties on April 6, 2015. McMurtrey's primary responsibility is to promote Lincoln to the world for the purpose of attracting visitors to our community. She will focus on businesses in the hospitality industry to work with them to identify their needs, provide trainings in the hospitality area and to internally educate hospitality employees on tourism in Lincoln/Logan County, and how to better serve guests to our community. McMurtrey will also oversee and assist with the planning and execution of the special events that will draw tourist to our community, (i.e. Lincoln's Pigs & Swigs, Arts in the Park, and the Lincoln Balloon Festival)
Cara Barr, Events Coordinator	Barr started her duties on February 17, 2015. Her primary job is to plan and execute the three major tourism events, and assist Cox with business events and trainings.
Tina Rusk Office Manager	Tina has been with the Alliance since the beginning of this year. Tina's job is to be support staff for Hake, Cox, McMurtrey and Barr to ensure they have what they need to do their jobs efficiently and effectively. Tina will also be the bookkeeper for the organization and its subsidiaries.
Jonathan Butcher, Part-time office assistant	Butcher has been with the Alliance since the beginning of February. His responsibility is to be support staff for all other staff in the building.

Draft Retention Plan Lincoln, Illinois

Purpose: City leaders and the Logan County Alliance acknowledge the importance of developing a tool that will enable the staff to establish ongoing business relationships with existing employers in the community. It is important to recognize that these employers have changing business conditions and threats that may jeopardize their continued presence in Lincoln. There are also expansion opportunities that may exist and both the City and Alliance believe that it is best to position ourselves to offer our services to influence their investment decisions in our favor. Thwarting the threat of existing employers closing their doors and working with them to encourage expansions in Lincoln will only happen if we make a sincere and aggressive effort to assist our employers.

Program Structure: The Alliance's retention/expansion program will be highly organized and ongoing. We will utilize Ameren's eSynchronist program for the questionnaire and other related assistance.

Coordinator: President & CEO of the Logan County Alliance, Andi Hake will serve as the program coordinator and will be responsible for organizing and completing all activities.

Call Teams – We will use 2-person call teams for all calls made on the targeted employers. Three members of the Alliance staff/Board and five to seven volunteers will serve on the Retention/Expansion Team. The volunteers will be trained prior to making calls.

Employers – The Alliance has identified all local employers that will be visited. We will target all non-commercial, non-governmental employers with 20 or more employees. We will review our list annually and add or delete names, as appropriate. We currently have (work in progress) employers on the list (see attachment for company names).

Frequency of Calls: Six call teams will be formed and assigned (X) employers each. Our goal is to call on all employers each year. On average, we will make four calls per month, although it will be up to the individual call teams to schedule their visits.

Call Results: The eSynchronist program will be utilized, including the questionnaire. Following each visit, the call team will meet with the Coordinator and discuss the results of the call. If follow-up action is appropriate, the Coordinator will make arrangements for a second visit. The Coordinator will also be responsible for entering the results in the eSynchronist database.

Follow-up: If a retention threat or expansion opportunity is uncovered during the visit, the Coordinator will be responsible for coordinating follow-up actions. The response will reflect and address the nature of the issue. City, State, utility, rail, financing, workforce and training are examples of issues that may arise during the visits and require follow-up responses. The Coordinator will contact all appropriate topic-specific representatives and make arrangements for the follow-up visit.

The City of Lincoln and the Logan County Alliance are committed to assisting existing employers in any way possible. We believe that the above program will enable us to maximize local development opportunities by investing our most valuable local resources, our local employers.

Discription	YTD 4/15	YTD 9/8/15
Administrative	3,220.36	8,217.25
WEBSITE	83.80	1,500.00
CONFERENCES & EDUCATION	715.00	0.00
MEMBERSHIP FEE (Chamber & IEDC)	745.00	0.00
Sponsorships (Balloon Festival)	0	5,000.00
Workforce Development		0.00
Promotion and Advertising		0.00
TOTAL	4,764.16	14,717.25